

Westbrook, Kate

From: Westbrook, Kate
Sent: Thursday, February 08, 2007 4:02 PM
Subject: Marketing in the Know

Attachments: Draft callcenter_RFP 2007.rtf; photographerRFQ-rev2.doc

February 8, 2007

Chief Marketing Officer Updates

- Call center vendor services
- State of Vermont Brand Standards & Guidelines
- Photography services RFP

Educational & Collaborative Opportunities

- Commission on Women - State Wide Survey for Vermont Girls
- Commission on Women – Women's History Month Event

Chief Marketing Officer Updates

Call center vendor services

Audience: Marketing, Business Managers

An RFP is being prepared for comprehensive call center services. This RFP is being prompted by the need to re-bid for the call center servicing 1-800-VERMONT. Since call center services are used by multiple departments, the RFP and resulting contract will be coordinated at a state level and will provide agencies, departments, or programs the option to access call center services as needed (agencies, departments, and programs will be responsible for their costs). The goal is to lower rates for call center services by aggregating current volume of calls in one service provider. A DRAFT of the scope of work/services is included below. In order to make sure that all state needs would be met by a vendor, we are asking for comments on potential needs or requirements that you may have now or would like to have access to in the future (e.g. sales transactions). **Please send questions and comments to Christine Werneke at christine.werneke@state.vt.us by February 20th.**



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State of Vermont Brand Standards & Guidelines

Audience: Marketing, Web/IT

The State of Vermont Brand Standards and Guidelines manual is a guide for state marketing entities to use in the design and development of printed materials. The goal of this manual is to provide direction for the production of printed materials that works toward creating a common state identity. While some departments will adopt these guidelines for all of their materials, the manual as a whole is not intended to be a strict standard for all state entities and their materials. However, state logo use is a standard and will be required for all state materials. The manual can be found on <http://cmo.vermont.gov/resources/brandguidelines.htm>

Two workshops have been scheduled to provide an in-depth overview of state graphic and brand standards and guidelines. Details on these workshops will be distributed in the next couple of weeks. Mark your calendars with the dates and locations below and review the manual on-line. If you have questions on the manual, please contact Christine Werneke at 828-2999 or Kate Westbrook at 828-3367.

Workshops

March 8th, 10AM - 12PM, Montpelier, National Life Building, 6th Floor, Calvin Coolidge Conf. Room
March 9th, 10AM - 12PM, Waterbury, Skylight Conference Room

Photography services RFP

Audience: Marketing, Business Managers

An RFP is being prepared to contract with a photographer for state photography needs. A contracted photographer could provide services for event coverage, photography shoots, and ultimately building a stock library with photos owned (vs. licensed) by the state. A DRAFT of the RFP is included below. The scope of services outlined in the draft has captured needs identified through previous questionnaires and discussions with state departments and marketing staff. Agencies and departments will be able to access the contract for scheduling and use of the photographer. Departments who have committed to paying an annual cost share for shared services will be allocated use of the photographer's time proportionate to their cost share amount. All other departments may use the photographer on a fee for service basis. In order to make sure that all state needs would be met by a contracted photographer, we are asking for comments on the attached draft RFP. Please send your comments to **Kate Westbrook at marketing@state.vt.us by Friday, February 23rd.**



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Educational & Collaborative Opportunities

Commission on Women - State Wide Survey for Vermont Girls

Audience: All

The Vermont Commission on Women and the Girl Scout Council of Vermont want to know what teen girls think about the issues that are important to them.

Last year's survey, "What Teen Girls Say about Growing up in Vermont," solicited over 200 responses from girls in 58 school districts. This year's survey, "What Teen Girls Say about Bullying and Harassment," is now up and available for input from girls across the state. We are hoping to double our response this year. This year's survey focuses on issues around harassment, bullying, and school climate.

The Vermont Commission on Women and the Girl Scout Council are encouraging adults to share the survey link with teen girls, and encourage them to invite their female friends to complete the survey, too. The link may be accessed at:

<http://www.surveymonkey.com/s.asp?u=893303053118>

For more information please visit the following websites: www.women.state.vt.us or www.girlscoutsvt.org or contact Lilly Talbert at 802-828-2841, ltalbert@women.state.vt.us

Survey results will be compiled into a report and presented to the Vermont Legislature on Wednesday, March 14th.

Commission on Women – Women's History Month Event

Audience: All

Vermont Women's History Project State House Wednesday, March 28th

Join the Vermont Women's History Project and the Vermont Commission on Women for a special statewide celebration for Women's History Month. The celebration will start with a program and reception at the Statehouse, March 28th from 4-6 p.m. The program will mark the official launch of the new Vermont Women's History Project web site, the first of its kind! There will also be a presentation by Mickey Myers, Executive Director of the Bryan Gallery, about the lives and work of five historically significant Vermont women artists. These women's work will be featured at both the Bryan Gallery and on the Vermont Women's History Project web site. Speakers will also highlight the unique state agency partnership that made this web site possible. The program will culminate with the awarding of the LEAD International's 2007 Marion Gray Memorial Scholarship.

The reception will be followed by a special Farmers' Night performance by Michele Choiniere, singer and songwriter of Franco-American music starting at 7:30 p.m. in the House Chamber.

All events are free and open to the public. For more information, call VCW at 800-881-1561 or visit www.women.state.vt.us.

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to marketing@state.vt.us.

Westbrook, Kate

From: Westbrook, Kate
Sent: Wednesday, February 14, 2007 9:27 AM
Subject: Marketing in the Know

Attachments: workshopAgenda.doc

February 14, 2007

Chief Marketing Officer Updates

- Graphic Standards & Branding Guidelines Workshop

Chief Marketing Officer Updates

Graphic Standards & Branding Guidelines Workshop

Audience: Marketing

An in-depth review of the current graphic standards and recently released brand standards and guidelines will be offered in both Waterbury and Montpelier in short two-hour workshops. The purpose of these workshops is to briefly walk through both the graphic design and new brand manuals and explain how these standards and guidelines apply to your materials. An agenda is attached. Questions: contact Kate Westbrook at 828-3367.

Workshop Dates

Waterbury – March 9, Skylight Conference Room 10AM – 12PM

Montpelier – March 8, Calvin Coolidge Conf. Room, Nat'l Life Bldg 6th floor 10AM – 12PM



workshopAgenda.doc (64 KB)

Please let us know which workshop you plan to attend by sending an e-mail to marketing@state.vt.us with your name and agency/department/division affiliation

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to marketing@state.vt.us.

February 21, 2007

Chief Marketing Officer Updates

- REMINDER: Graphic Standards & Branding Guidelines Workshop
- REMINDER: Photography services RFP

Chief Marketing Officer Updates

REMINDER: Graphic Standards & Branding Guidelines Workshop

Audience: Marketing

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workshopAgenda.doc (60 KB)

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REMINDER: Photography services RFP

Audience: Marketing, Business Managers

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